



# USDA Weekly Retail Turkey Feature Activity

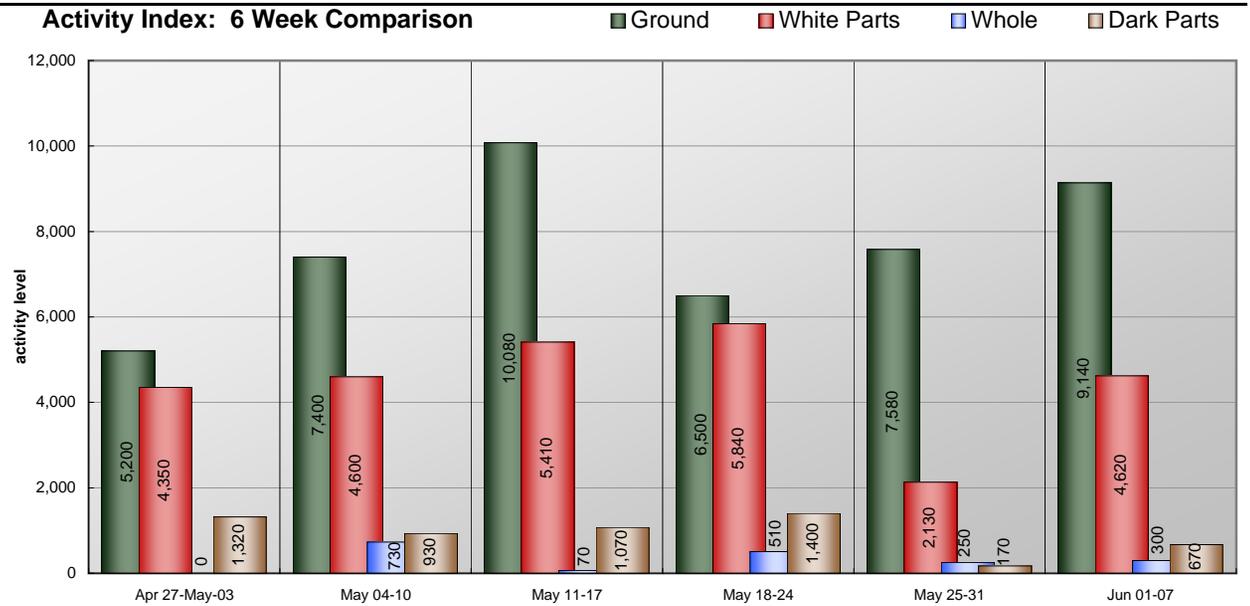
Fri. Jun 01, 2007

## Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/01 thru 06/07.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

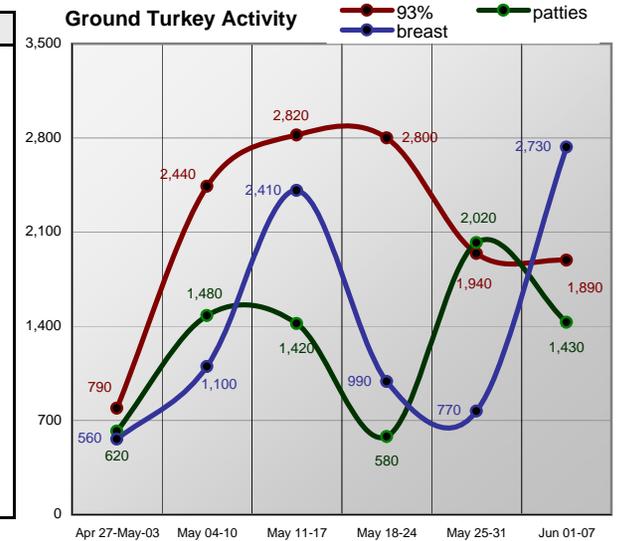
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate 1/</b>	50.2% of 17,000 outlets		41.8% of 17,000 outlets		40.4% of 17,000 outlets	
<b>Special Rate 4/</b>	3.4%		5.4%		11.4%	
<b>Activity Index 2/</b>	16,730		11,300		10,250	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens	120	0.99	140	1.33	40	1.14
" - Toms	120	0.99	20	0.99		
Frozen - Hens	30	0.89	90	0.98	30	0.69
" - Toms	30	0.89				
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	170	2.04	190	1.97	420	2.35
Frozen	930	1.78	300	1.72	320	1.52
<b>Hotel Style</b>						
Fresh	130	1.49				
Frozen	260	0.99				
<b>Split, bone-in</b>						
Fresh			600	1.99	10	2.28
Rotisserie	440	6.25	370	7.13	1,250	5.69
<b>Boneless, whole</b>						
Cutlets	240	4.62	60	3.81	240	3.46
Cutlets, thin sliced	1,080	4.50	470	4.35	740	3.86
Strips	90	3.99			270	3.56
Strips	250	4.54	10	2.66		
Tenders	1,030	3.99	130	3.99	460	3.74
Marinated Tenders	1,500	2.87	1,110	3.75		
<b>Drumsticks</b>						
Thighs	220	1.02	80	1.49	210	1.16
Wings	10	1.69				
Necks	340	1.10	70	1.51	320	1.12
Smoked Drumsticks	50	1.39	10	1.39	10	1.39
Smoked Wings	50	1.35			210	1.01
Smoked Necks	50	1.35			40	1.19
<b>GROUND TURKEY:</b>						
Patties	9,140	2.76	7,580	2.52	5,680	2.32
Sausage	1,430	2.64	2,020	2.47	860	2.42
85% lean	1,220	2.40	1,590	2.55	960	2.32
93% lean	1,870	2.09	1,260	1.99	790	1.49
Breast	1,890	2.33	1,940	2.30	2,430	2.12
Rolls (frsh/frz 1 lb.)	2,730	3.75	770	4.01	640	3.92
	500	1.00	60	1.99	--	--

Note: rolls not included in ground fresh ground turkey total and weighted average.



### Turkey Featuring - 06/01 thru 06/07

Feature activity on turkey rebounds following the holiday weekend. Whole turkey ads increase in volume and prices range unchanged to lower. Offers on frozen bone-in breasts are three times higher while fresh are up slightly. Prices trend higher on both items. Rotisserie feature activity improves over last week but is sharply lower than a year earlier. White meat cuts are actively offered with marinated tenders at sharply lower prices, regular tenders at steady prices, and cutlets and strips at firm to higher feature prices. Dark parts gain ad space this week but on lower average feature prices. Ground turkey feature activity and price are up sharply from last week and a year ago. Ground breast meat offers are prominent at sharply lower prices. Other grinds are active at mixed prices.



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/ FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



**USDA Weekly Retail Turkey Feature Activity**

Fri. Jun 01, 2007

**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/01 thru 06/07.**

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
<b>Feature Rate 1/ Special Rate 4/ Activity Index 2/</b>	<b>54.8% of 7,950 sampled outlets 2.6% of stores w/ no-price promotions Activity Index = 7,790</b>			<b>41.4% of 5,300 sampled outlets 7.1% of stores w/ no-price promotions Activity Index = 3,680</b>			<b>53.0% of 3,750 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 4,760</b>		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens	0.99	120	0.99						
" - Toms	0.99	120	0.99						
Frozen - Hens				0.89	30	0.89			
" - Toms				0.89	30	0.89			
<b>PARTS:</b>									
<b>Breast:</b>									
<b>Bone-in, whole</b>									
Fresh	1.99 - 2.29	170	2.04						
Frozen	1.29 - 2.29	420	1.80	0.99 - 2.29	270	1.50	1.69 - 2.79	240	2.06
<b>Hotel Style</b>									
Fresh	1.49	130	1.49						
Frozen	0.99	260	0.99						
<b>Split, bone-in</b>									
<b>Fresh</b>									
Rotisserie	3.74 - 8.99	200	3.92	5.99	10	5.99	6.99 - 8.99	230	8.28
<b>Boneless, whole</b>	3.99 - 4.69	130	4.55		110	4.69			
Cutlets	3.99 - 4.69	290	4.26	3.99 - 4.99	220	4.69	4.54	570	4.54
Cutlets, thin sliced	3.99	90	3.99						
<b>Strips</b>							4.54	250	4.54
Tenders	2.99 - 4.69	310	3.72	3.99 - 4.69	150	4.49	3.99 - 4.00	570	3.99
Marinated Tenders	1.99 - 3.73	410	3.29	2.67	210	2.67	2.67 - 4.26	880	2.73
<b>Drumsticks</b>	0.99 - 1.39	220	1.02						
Thighs	1.69	10	1.69						
Wings	0.99 - 1.49	340	1.10						
<b>Necks</b>									
Smoked Drumsticks				1.39	50	1.39			
Smoked Wings				0.99 - 1.39	50	1.35			
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	1.99 - 2.99	800	2.60	1.99 - 3.00	510	2.63	3.00	120	3.00
Sausage	1.99 - 2.46	620	2.32	2.46 - 2.69	480	2.50	2.46	120	2.46
85% lean	1.53 - 2.30	1,240	2.15	1.57 - 2.23	630	1.97			
93% lean	1.49 - 2.31	660	2.05	2.00 - 2.40	420	2.21	2.40 - 2.80	810	2.63
Breast (99-100% lean)	2.00 - 4.61	1,250	3.58	1.87 - 4.22	510	3.66	4.00	970	4.00
Rolls (frsh/frz 1 lb.)				1.00	180	1.00	1.00	320	1.00